

Message Text

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43

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 RSC-01 /021 W
----- 055242

P R 131601Z DEC 74
FM AMEMBASSY MOSCOW
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 5379
AMEMBASSY VIENNA
AMEMBASSY WARSAW
USIA WASHDC

UNCLAS MOSCOW 18558

USDOC FOR BEWT/TPD DIBA/ZENS BIC/MOOSE FROM BLOW

VIENNA FOR EWTC/MARTIN

WARSAW FOR USTDIO/HERTZBERG

USIA FOR IBS, PS

E.O. 11652 N/A
TAGS: BEXP, UR
SUBJ: FINAL REPORT-CHROMATOGRAPH 74

1. FINAL REPORT FOR CHROMATOGRAPH 74-JEEP AS OF COB
DECEMBER 13, 1974. TWO EXHIBITORS CONTINUE TO NEGOTIATE,
BUT THIS REPORT CONSIDERED FINAL. FORMAT FOLLOWS:

1. CHROMATOGRAPH 74 JEEP
2. U.S. COMMERCIAL OFFICE, MOSCOW, USSR
DECEMBER 10-12, 1974
3. AGENTS APPOINTED -0-, UNDER NEGOTIATION -0-
4. FLOOR SALES 144,032 US DLRS
12 MONTH PROJECTION 422,000 US DLRS

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5. NUMBER OF REGISTERED VISITORS -0-

FOLLOWING IS BREAKDOWN OF ATTENDANCE DURING LECTURES:

10 DECEMBER AM - 65
10 DECEMBER PM - 64
11 DECEMBER AM - 47
11 DECEMBER PM - 84
12 DECEMBER AM - 34
12 DECEMBER PM - 26
TOTAL 320

ABOVE FIGURES REPRESENT SEMINAR VISITORS ONLY. SOVIET BUYING OFFICIALS HELD MEETINGS IN USCOMOFF WITH EXHIBITORS DURING LECTURE PERIOD. NO ATTEMPT WAS MADE TO KEEP A DOOR COUNT. HEWLETT-PACKARD DREW LARGEST AUDIENCE AS WAS EXPECTED. H-P GAS CHROMATOGRAPH ON DISPLAY UNIQUE IN SOVIET UNION.

6. NOTEWORTHY RESULTS: SUPELCO, H-P AND PACKARD DELIVERED EXHIBIT ITEMS. WATERS AND PRINCETON APPLIED PLAN TO SIGN CONTRACTS BEFORE YEAR END. PRINCETON APPLIED RESEARCH ADVISES THAT QUOTE-AS A RESULT OF PARTICIPATION IN CHROMATOGRAPH 74 WE HAVE BEEN INVITED TO PRESENT A PRIVATE SEMINAR AT THE INSTITUTE FOR PHYSICAL CHEMISTRY IN FEBRUARY-UNQUOTE.

OBSERVATIONS:

7. FAILURE TO OBTAIN SUPPORT OF CHAMBER OF COMMERCE AND INDUSTRY WAS DEFINITELY A FACTOR IN REDUCED ATTENDANCE. REPROGRAPHIKA DREW 402 WITH FOUR FIRMS. USCOMOFF HAD ONE VISA PROBLEM WHICH, WITH CHAMBER'S SUPPORT, WOULD HAVE BEEN RESOLVED SAME DAY. THIS CAUSED ONE EXECUTIVE TO ARRIVE IN MOSCOW ON LAST DAY OF SEMINAR. STATE COMMITTEE OF SCIENCE AND TECHNOLOGY DISTRIBUTED 200 TICKETS. USCOMOFF IN PRESHOW PROMOTION CAMPAIGN WITH PERSONAL CALLS AND LIMITED DIRECT MAIL DISTRIBUTED 500 TICKETS. PRODUCT THEME WAS EXCELLENT. ALL EXHIBITORS EXTREMELY PLEASED WITH QUALITY OF VISITORS. OBVIOUSLY, USA HAS DISTINCT TECHNICAL ADVANTAGE IN THIS FIELD.

8. TOTAL NUMBER OF EXHIBITORS 6 PAS FOR 6 COMPANIES.

A. NEW-TO-EXPORT: -0-
B. NEW-TO-MARKET: 6
C. OLD-TO-MARKET: -0-
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D. FULLY ACHIEVING MARKET OBJECTIVES: -6-
E. PARTIALLY ACHIEVING MARKET OBJECTIVE: -0-
F. FAILING TO ACHIEVE MARKET OBJECTIVE: -0-
G. NUMBER OF EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S.: 1 AMERICAN FROM 1 COMPANY.

9. LAST MINUTE DROP-OUT BY BAIRD ATOMIC REQUIRED REWORKING SEMINAR SCHEDULE AND CONFUSED FIRST DAY SEMINAR VISITORS.

EXHIBITORS DID NOT HAVE SEMINAR PAPERS PREPARED AS REQUIRED. INTOURIST SIMULTANEOUS TRANSLATORS REFUSED TO TRANSLATE FOR H-P WHEN IT WAS LEARNED THAT ENTIRE PRESENTATION WOULD BE AD-LIB. H-P WAS ABLE TO COME UP WITH TRANSLATOR FROM CHEMICAL MINISTRY WHO DID OUTSTANDING JOB. REFUSAL OF CHAMBER TO SPONSOR ALSO INCREASED PRICE OF INTERPRETERS BY 631 US DLRS. TRANSLATORS AND INTERPRETERS WERE FURNISHED BY INTOURST.

10. COMMENTS:

COMPLETE REPEAT COMPLETE INFORMATION FOR MARCH OIL & GAS JEEP SHOULD BE FORWARDED TO USCOMOFF NO LATER THAN JANUARY 1. CHAMBER OF COMMERCE AND INDUSTRY SPONSORSHIP OF THIS AND FUTURE EVENTS IN COMMERCIAL OFFICE IS UNCERTAIN. COMMERCIAL OFFICE WILL SEEK CLARIFY REASONS FOR CHAMBER'S REFUSAL SPONSOR CHROMATOGRAPHY JEEP IN ORDER CLARIFY SITUATION REGARDING FUTURE EVENTS. IN ABSENCE CHAMBER SUPPORT, EVEN GREATER PREMIUM THAN BEFORE WILL BE PLACED ON GETTING INFORMATION TO COMMERCIAL OFFICE ON TIMELY BASIS AS GREATER LEAD TIME WILL BE REQUIRED ON ALL ASPECTS OF THESE EVENTS. IF INDIVIDUAL COMPANY IS UNABLE PROVIDE ALL NECESSARY INFORMATION FOR MARCH JEEP BY JANUARY 1, THIS COMPANY SHOULD BE DROPPED FROM EVENT. IF MORE THAN ONE COMPANY IN THIS POSITION, EVENT SHOULD BE CANCELLED OR POSTPONED. STOESEL

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